

This final bachelor's state exam project is focusing on brand identity of the car manufacturer Renault. It analyses and explains different steps when acquiring the new identity and the new image of the brand Renault since 1999. It demonstrates also some other examples of acquiring new brand identity of Renault suggested by car industry experts. The conclusion contains the SWOT analysis of the brand Renault and the outline of the future development of the car industry in connection with brand management.